

# EXISTING CONDITIONS

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Opportunities & Challenges

# Existing Conditions: History & Context



- History of the corridor
  - Trolley service
  - Highway 99E
  - “Main Street” today
- Existing development patterns
  - Distinct “zones” with different character



# Existing Conditions: Transportation



- Access to/from I-205, Hwy 99E
- Wide road
- Sidewalks, no bike lanes
- Connected local street grid
- Trolley Trail Connection
- 3 bus lines

# Existing Conditions: Development Regulations



- Community Commercial (C-2) Zoning
  - Commercial, office allowed
  - Housing requires conditional use review (except mixed use buildings)
  - Design review required for commercial & multi-family
  - Residential density limited



# Existing Conditions: Market Conditions



- Low vacancy, most spaces filled
- Modest rents
- Older building stock
- Good connections, transit
- Modest traffic, low visibility/awareness

# Existing Conditions: Market Conditions



| Land Use       | Location | Market Conditions | Demand   |
|----------------|----------|-------------------|----------|
| Rental Housing | Good     | Good              | Moderate |
| Owner Housing  | Good     | Moderate          | Moderate |
| Retail         | Good     | Moderate          | Moderate |
| Office         | Moderate | Moderate/Poor     | Moderate |

# Existing Conditions: Development Types



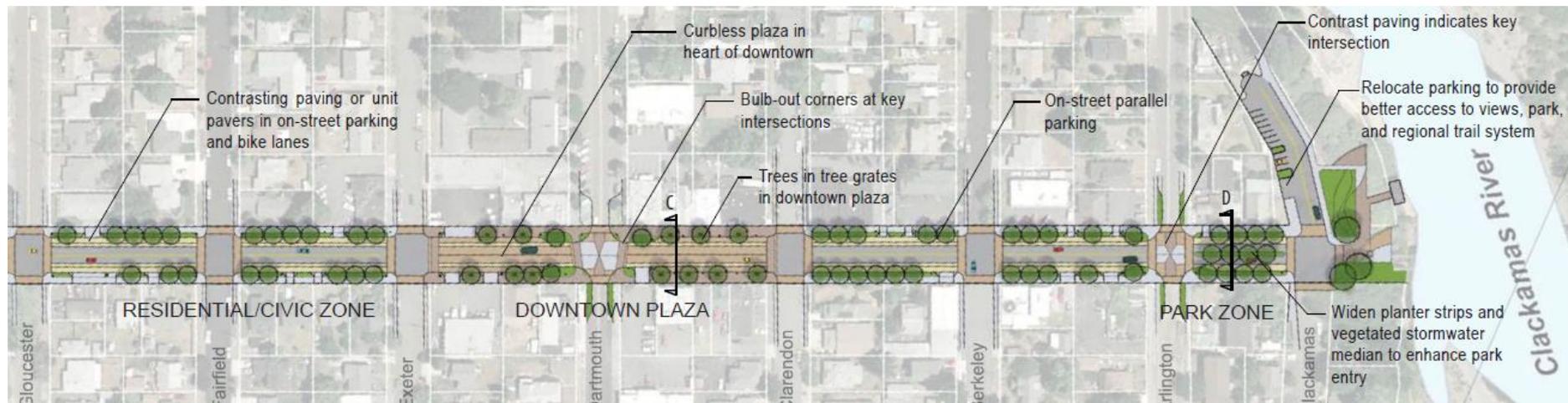
- Low-rise, “main street” form



# Past Studies



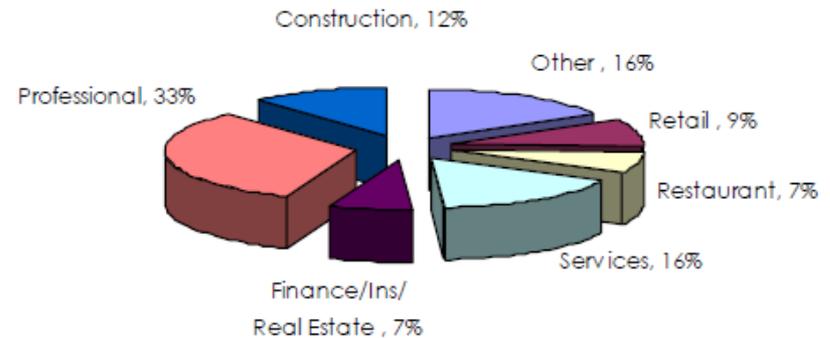
- Conceptual Streetscape Design (2008)



# Past Studies (cont'd)



- Parking Study (2006)
- Downtown Retail Market Analysis (2007)
- Urban Renewal Plan amendment (2008)
- Traffic sign / marking review (2016)
- Stormwater Master Plan (2014)



*Business mix of downtown businesses*  
Source: Downtown Gladstone Retail Market Analysis

# Opportunities & Challenges: Awareness, Attractions



## Key Challenges

- Low visibility & awareness from broader region



## Key Opportunities

- Proximity to highways – opportunity to improve awareness through signage at gateways
- Many civic buildings and community destinations



# Opportunities & Challenges: Development Potential



## Key Challenges

- Few vacant parcels
- Existing buildings may not have desired retail features
- Development code makes new housing difficult, limits potential for multifamily
- Design review adds time & expense for new development, remodels, major expansions

## Key Opportunities

- Projected demand for new housing within 10 years
- Some potential for new retail and small office growth within 10 years



# Opportunities & Challenges: Open Space



## Key Challenges

- No public parks or plazas along the corridor today
- Lake Oswego Pump Station occupies a key site on the river



## Key Opportunities

- Access to local parks close by
- Proximity to river creates opportunity for connection



# Opportunities & Challenges: Transportation, Street Design



## Key Challenges

- Portland Avenue is wide
  - Hard for pedestrians to cross
  - Tends to encourage speeding
- Some side streets missing sidewalks
- Feasibility of Trolley Trail bridge is uncertain



## Key Opportunities

- Relatively low traffic
- Have streetscape design recommendations
- Opportunity for wider sidewalks, more on-street parking, landscaping, etc.
- Trolley Trail connects to northern end of Portland Ave
- Transit connections